

**FIG. 2**

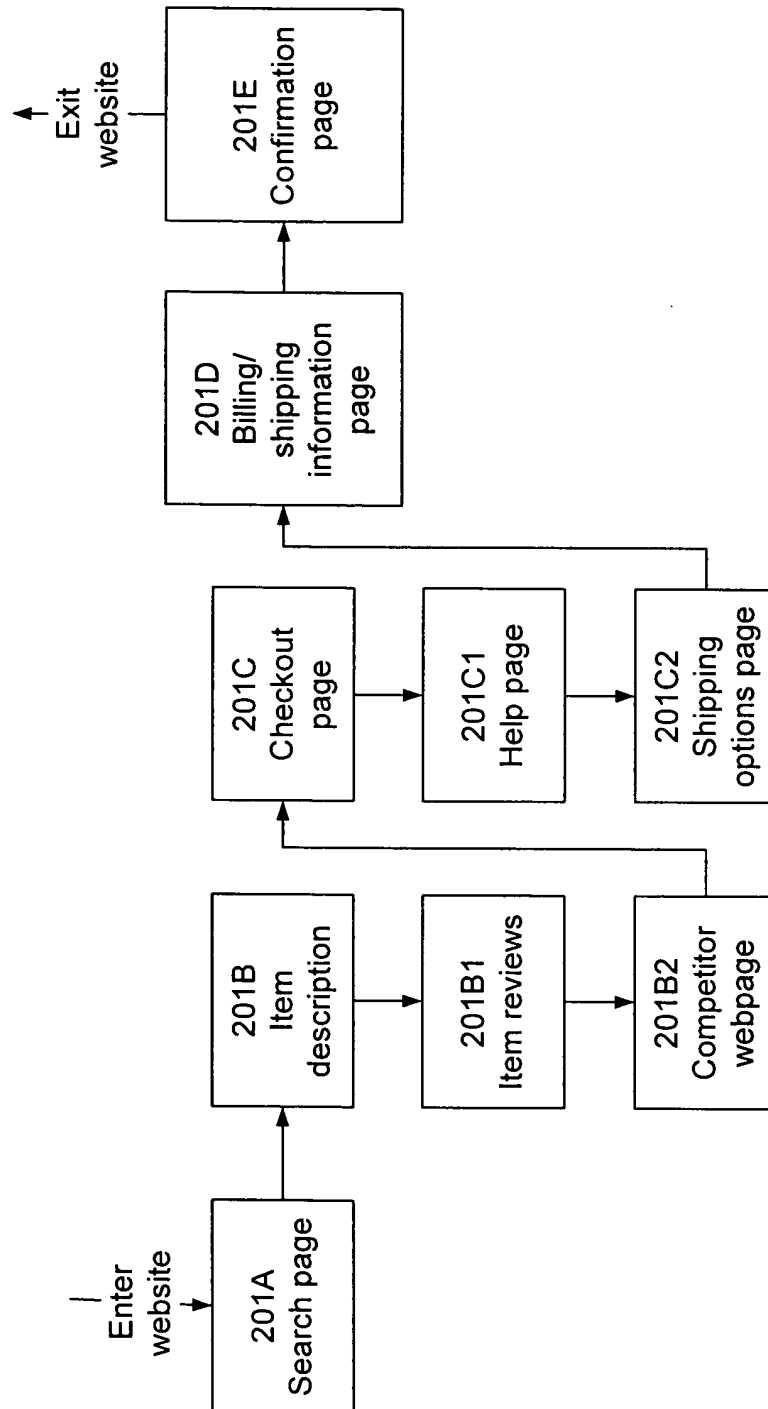


FIG. 3

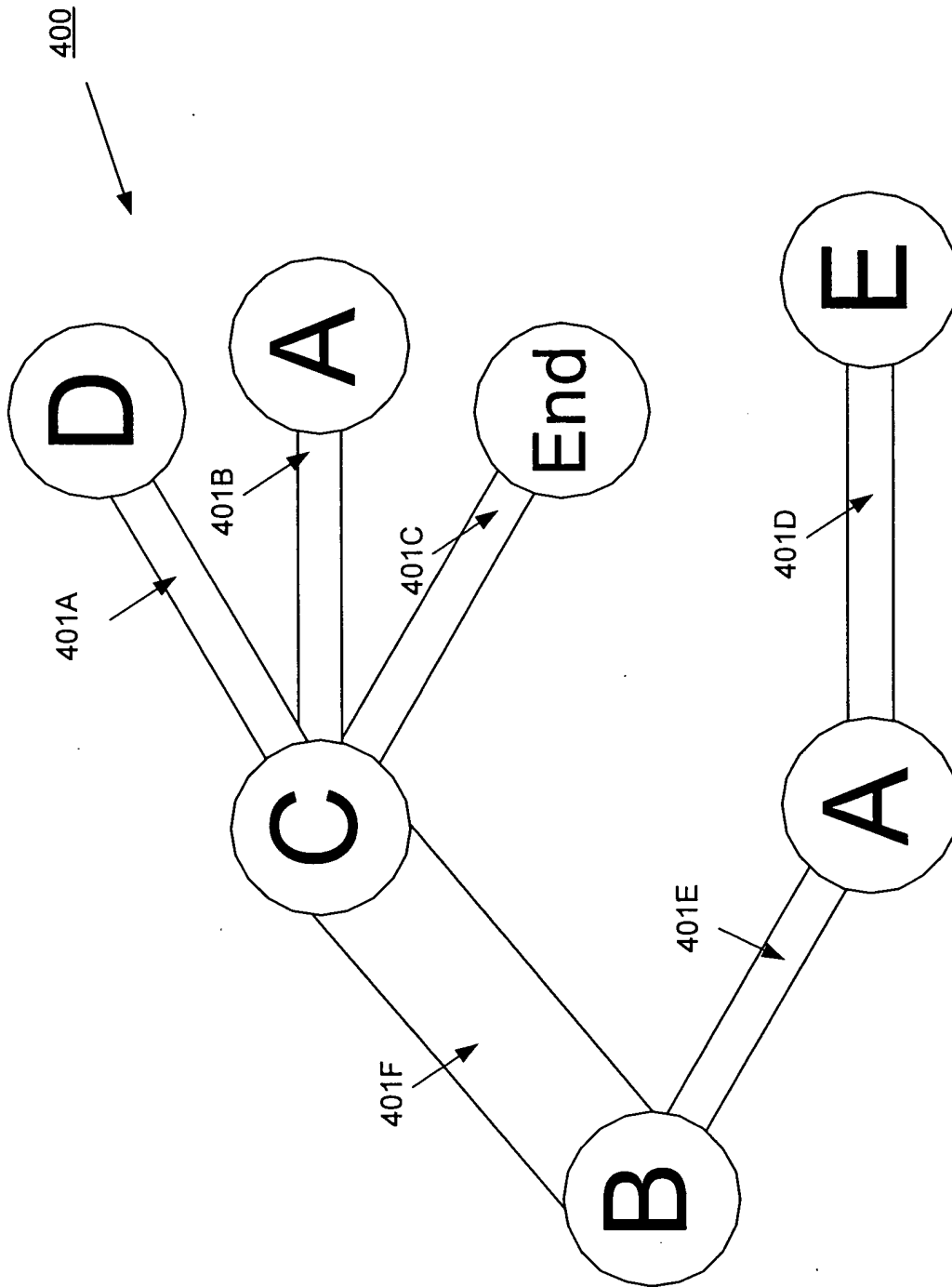


FIG. 4

## Next Page Flow Report

Reporting Date: May 2003  
Filter: All Paths

Selected Page: Homepage  
2nd level branches: 5  
3rd level branches: 5

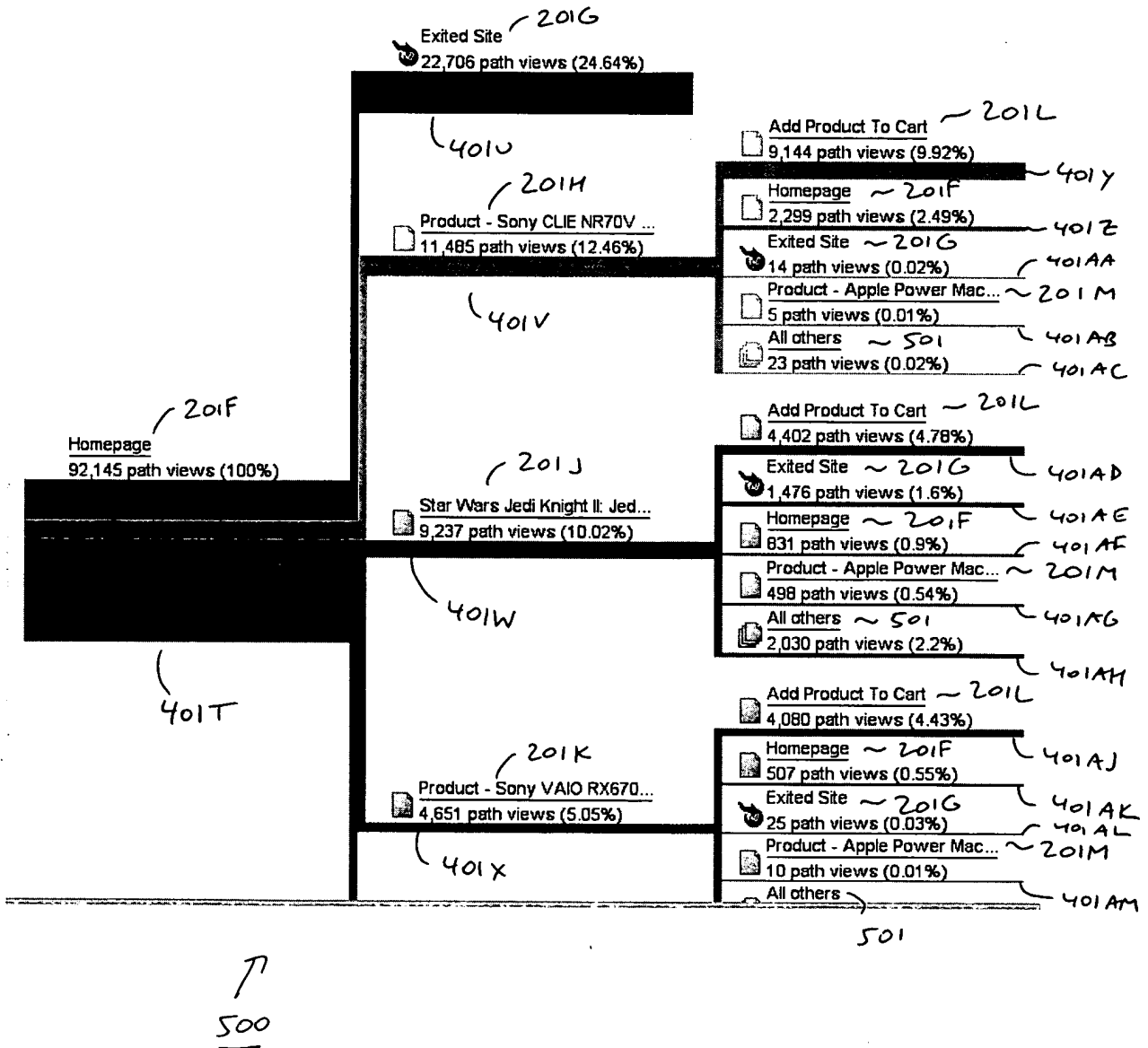


FIG. 5

Previous Page Flow R port

Reporting Date: May 2003  
Filter: AM Paths

Selected Page: Homepage  
2nd level branches: 5  
3rd level branches: 5

DOWNLOAD REPORT NEW WINDOW DISPLAY OPTIONS

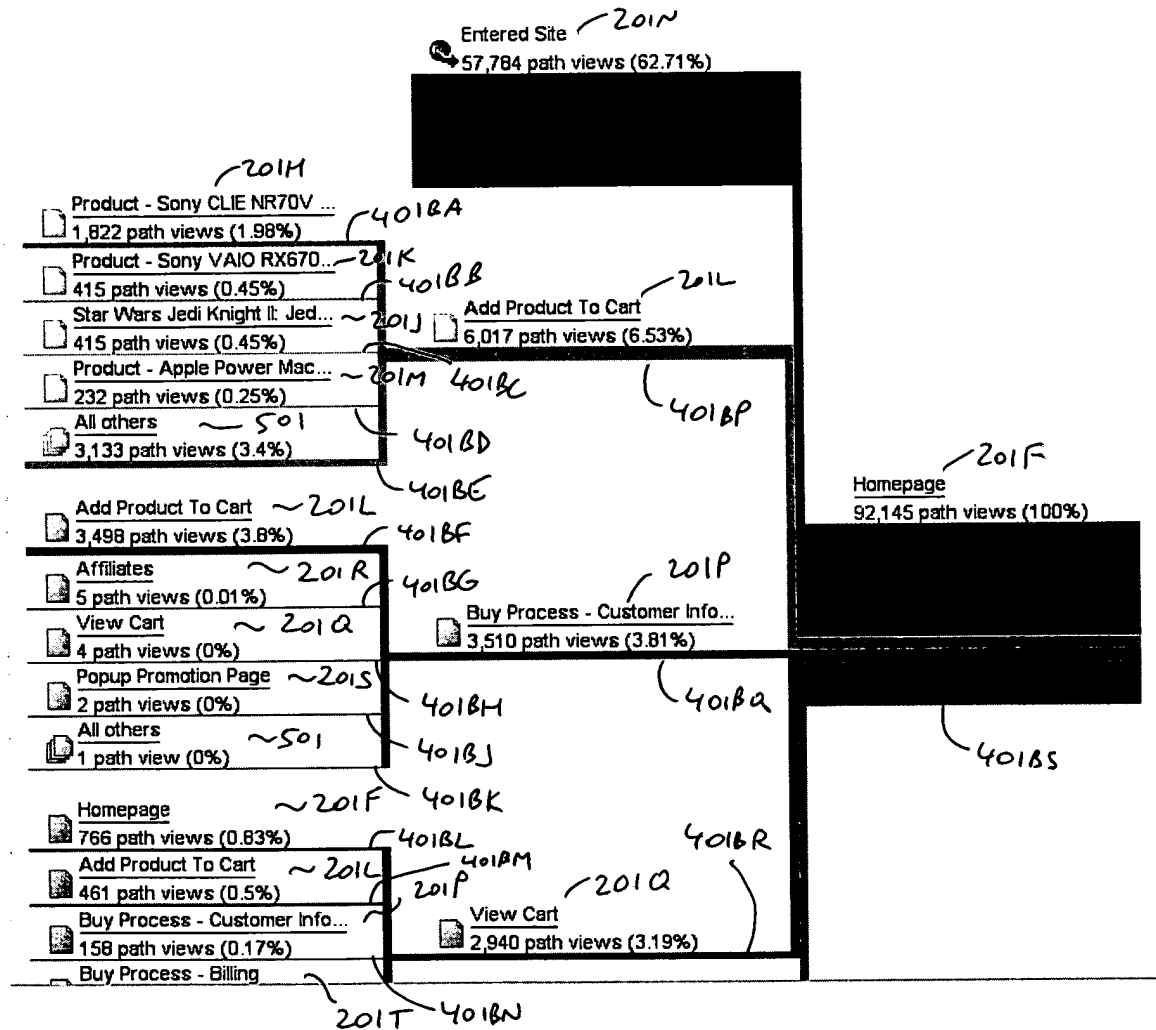


FIG. 6

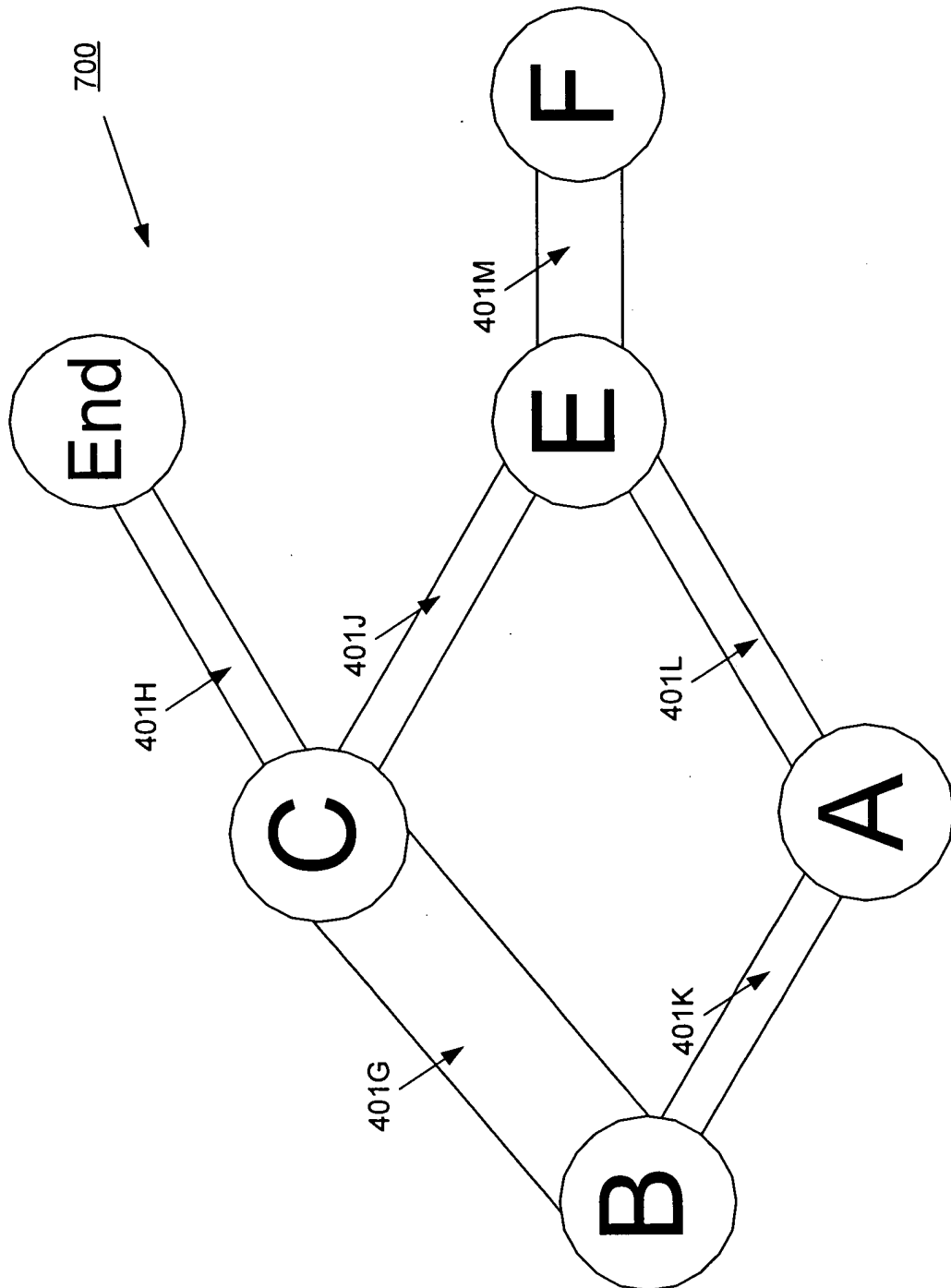


FIG. 7

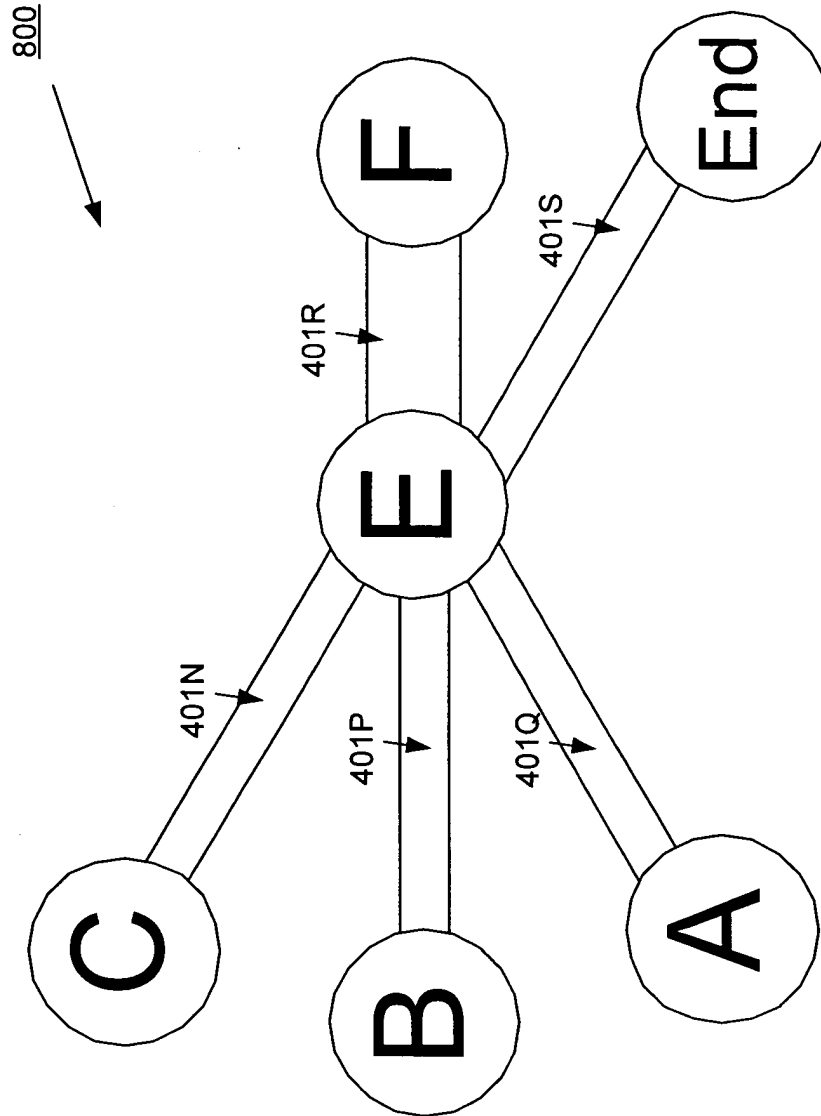


FIG. 8



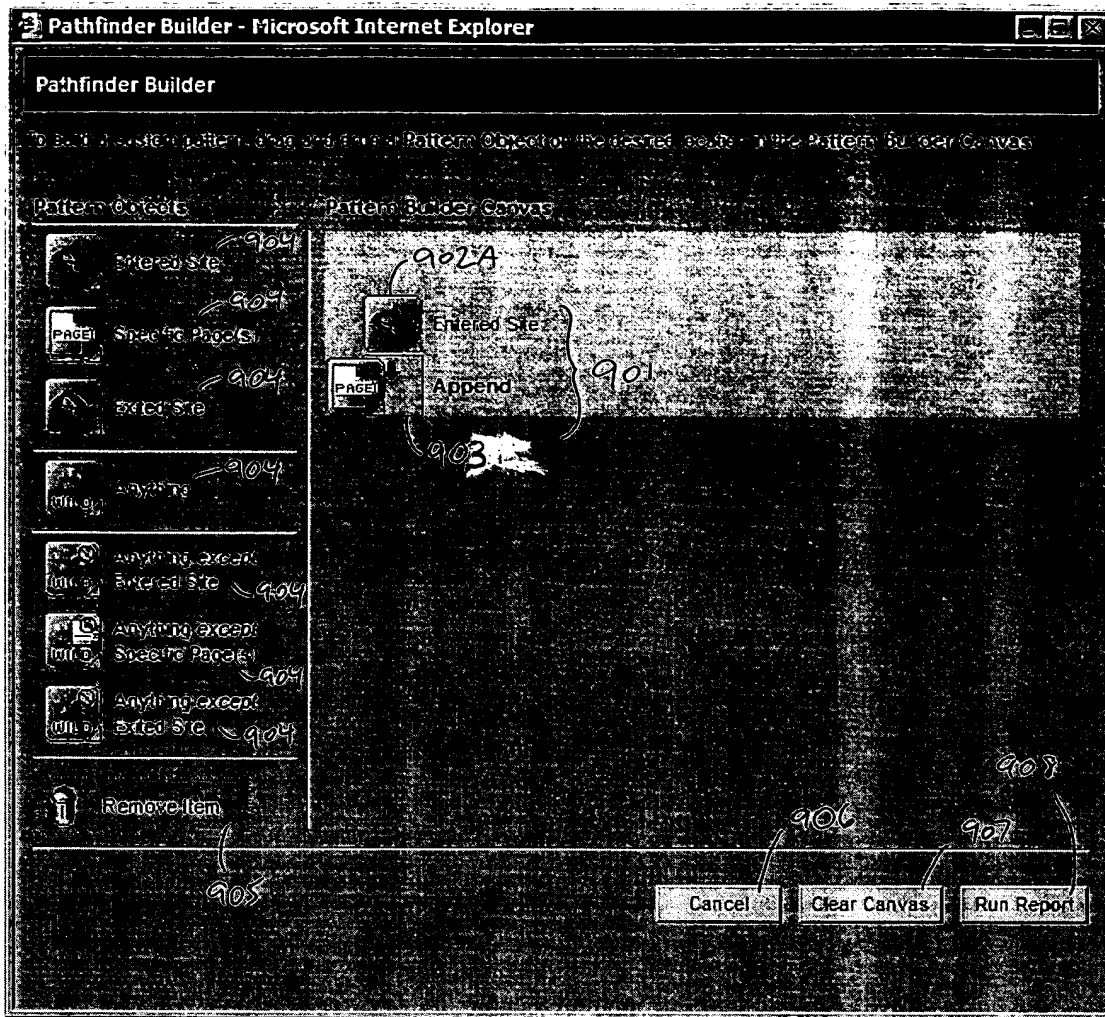


FIG. 9A

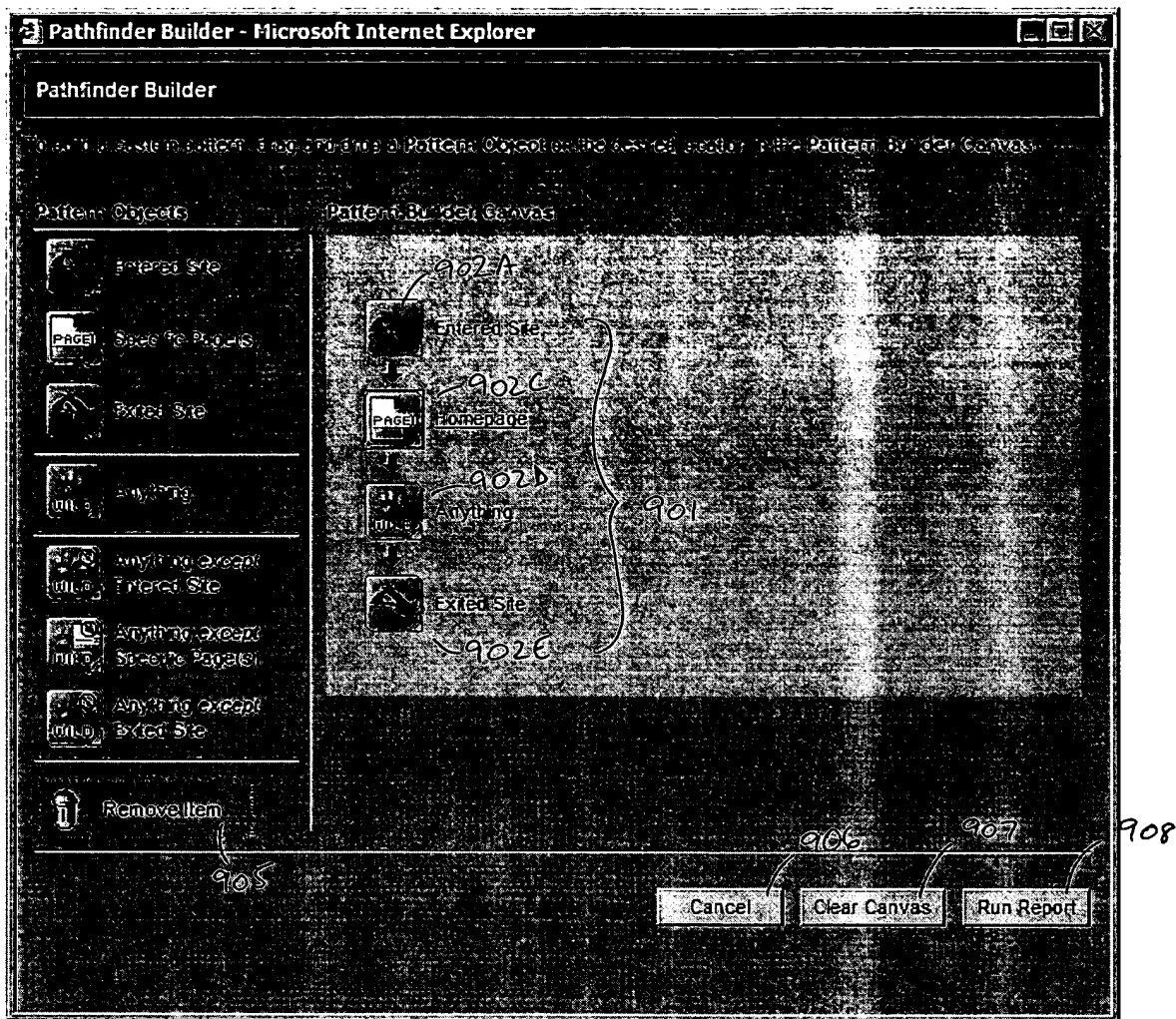
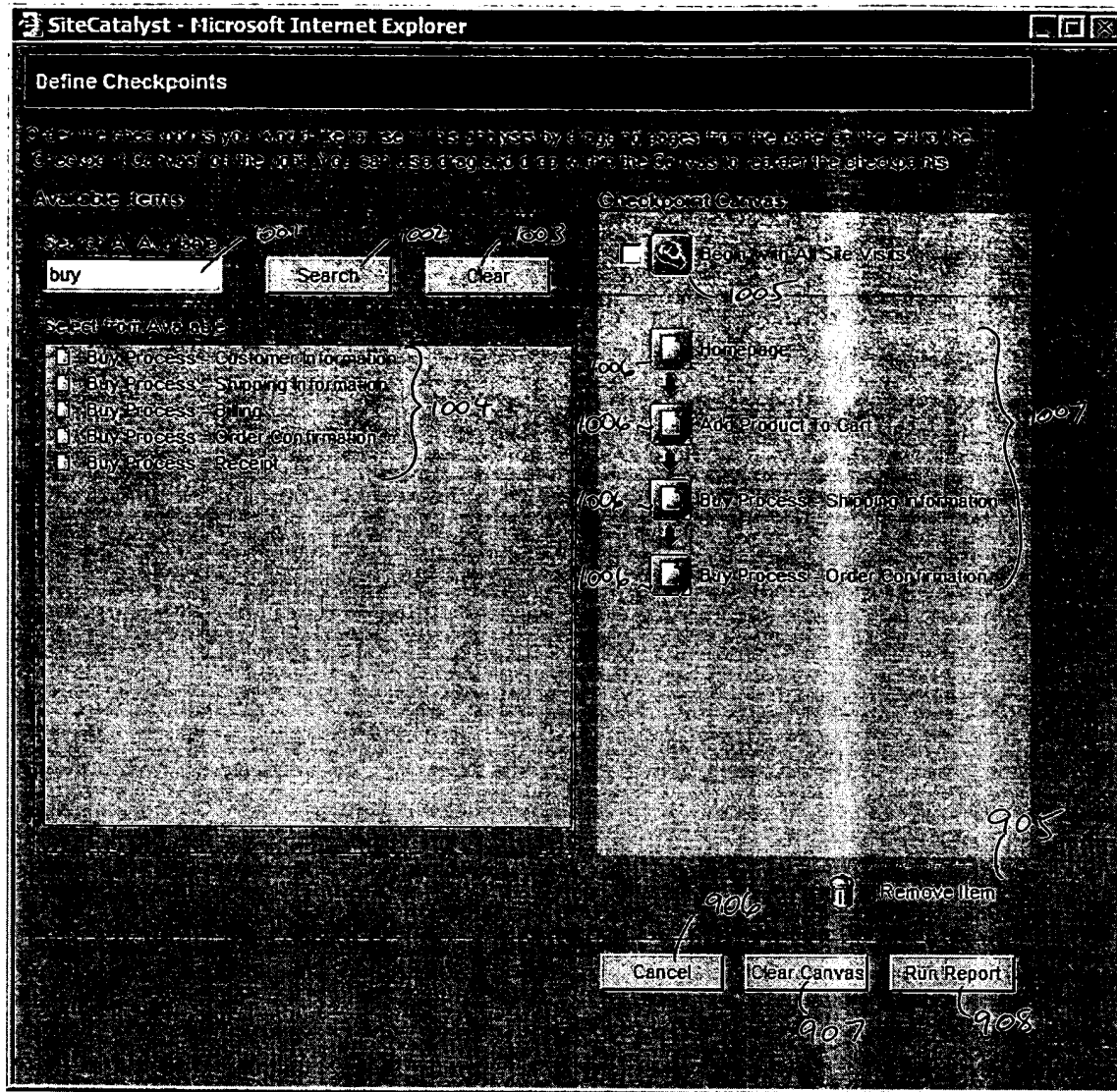


FIG. 9B



1000

FIG. 10

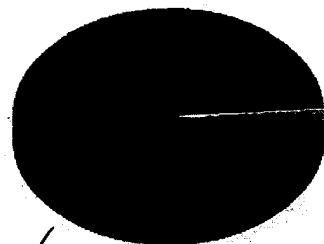
**Full Paths Report**

Reporting Date: May 2003

Selected Entry Page: Any Page  
 Showing Paths containing: Homepage  
 Path Length: All Lengths

1104

Graph



1101 May 2003

Site Paths

- 20.6% Path 1
- 1.3% Path 2
- 1.1% Path 3
- 1.0% Path 4
- 1.0% Path 5
- 60.9% All Other Site Paths

1103

Graph Generated by SiteCatalyst at 12:06 AM WEDT, 4 Jun 2003

Details

	Site Path	Visits	Search %	%
1.	Entered Site Homepage Exited Site	15,207	24.0%	20.6%
2.	Entered Site Homepage Star Wars Jedi Knight II: Jedi Outcast Exited Site	990	1.6%	1.3%
3.	Entered Site Homepage Product - Sony CLIE NR70V Handheld Add Product To Cart Buy Process - Customer Information Buy Process - Shipping Information Exited Site	840	1.3%	1.1%
4.	Entered Site Homepage Star Wars Jedi Knight II: Jedi Outcast Add Product To Cart	742	1.2%	1.0%

1102

1100

FIG. 11

## Next Page Report

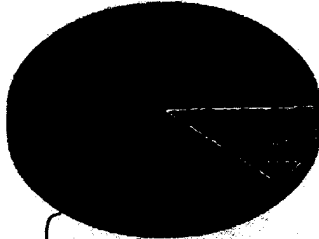
Reporting Date: May 2003

Selected Page: Homepage

Search: GO | advanced



### Graph



1101

May 2003

### Next Pages

- 24.6% Exited Site
- 12.5% Product - Sony CLIE NR70V Handhe...
- 10.0% Star Wars Jedi Knight II: Jedi Outcast
- 5.0% Product - Sony VAIO RX670 Minitor...
- 2.6% Product - Logitech Cordless MouseM...
- 45.2% All Other Next Pages

1103

Graph Generated by SiteCatalyst at 12:07 AM WEDT, 4 Jun 2003

### Details

	Next Page	Instances	%
1.	Exited Site	22,706	24.6%
2.	Product - Sony CLIE NR70V Handheld	11,485	12.5%
3.	Star Wars Jedi Knight II: Jedi Outcast	9,237	10.0%
4.	Product - Sony VAIO RX670 Minitor...	4,651	5.0%
5.	Product - Logitech Cordless MouseMan Optical	2,379	2.6%
6.	Dungeon Siege with T-shirt	2,021	2.2%
7.	Product - Microsoft Wheel Mouse Optical	1,891	2.1%
8.	Product - Belkin CD Jewel Cases (10 Pack)	1,880	2.0%
9.	Product - Fellowes Neato CD/DVD Labeler Kit	1,765	1.9%
10.	Product - Logitech WingMan Formula Force Feedback GP Racing Wheel	1,468	1.6%
11.	Palm, Inc. Palm m515 Handheld	1,267	1.4%
12.	Medal of Honor Frontline by Electronic Arts	1,249	1.4%
13.	Popup Promotion Page	1,199	1.3%
14.	Flight Simulator 2002 by Microsoft	1,192	1.3%
15.	Affiliates	1,110	1.2%
16.	View Cart	1,063	1.2%
17.	Fuji FinePix Digital Still Camera 1300	1,055	1.1%
18.	Command & Conquer: Renegade by Electronic Arts	1,022	1.1%

1102

1200

FIG. 12

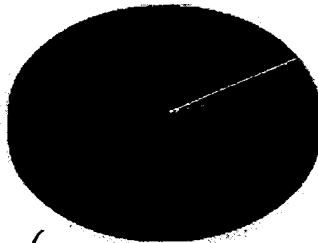
## Pathfinder Report

Reporting Date: May 2003

Filter Options: Edit Filter



## Graph



1101

May 2003

## Site Paths

- 16.4% Path 1
- 3.9% Path 2
- 3.7% Path 3
- 3.2% Path 4
- 3.1% Path 5
- 69.6% All Other Site Paths

1103

Graph Generated by SiteCatalyst at 12:09 AM WEDT, 4 Jun 2003

## Details

	Site Path	Path Views	
1.	Entered Site Homepage Star Wars Jedi Knight II: Jedi Outcast Exited Site	990	16.4%
2.	Entered Site Homepage Product - Logitech Cordless MouseMan Optical Exited Site	237	3.9%
3.	Entered Site Homepage Dungeon Siege with T-shirt Exited Site	223	3.7%
4.	Entered Site Homepage Product - Microsoft Wheel Mouse Optical Exited Site	195	3.2%
5.	Entered Site Homepage Product - Microsoft Wheel Mouse Optical Exited Site	189	3.1%

1102

↑

1300

FIG. 13

# **Fall-out Report** Reporting Date: May 2003 Process: **Edit Checkpoints**

## **Checkpoint Analysis**

Visits			Process
1.	63,321	100.0%	Homepage
			52% Continued
			48% Lost
2.	33,238	52.5%	Add Product To Cart
			42% Continued
			58% Lost
3.	13,927	22.0%	Buy Process - Shipping Information
			22% Continued
			78% Lost
4.	3,072	4.9%	Buy Process - Order Confirmation
Total Conversion = 3,072 (4.9%)			Total Fall-out = 60,249 (95.1%)

## **Conversion and Fall-out Summary**

### **Conversion % Summary**

1. Homepage	52%
2. Add Product To Cart	42%
3. Buy Process - Shipping Information	22%
4. Buy Process - Order Confirmation	

### **Fall-out % Summary**

1. Homepage	48%
2. Add Product To Cart	58%
3. Buy Process - Shipping Information	78%
4. Buy Process - Order Confirmation	

FIG. 14A

# Fall-out Report

Reporting Date: May 2003 Process: Edit Checkpoints

## Checkpoint Analysis

Visits	Process	
1. 63,321 100.0%	Home	52%
2. 33,238 52.5%	Add	42%
3. 13,927 22.0%	Buy	22%
4. 3,072 4.9%	Buy Process - Order Confirmation	

See more details for this Page: ☒

Open URL in new window 1408

Site Traffic ~1408

Finding Methods ~1408

Pages

Complete Paths

Advanced Analysis

(Rename Page) 1406

Previous Page ~1408

Next Page ~1408

Previous Page Flow ~1408

Next Page Flow ~1408

Total Conversion = 3,072 (4.9%) Total Fall-out = 60,249 (95.1%)

## Conversion and Fall-out Summary

### Conversion % Summary

1. Homepage	52%
2. Add Product To Cart	42%
3. Buy Process - Shipping Information	22%
4. Buy Process - Order Confirmation	

### Fall-out % Summary

1. Homepage	48%
2. Add Product To Cart	58%
3. Buy Process - Shipping Information	78%
4. Buy Process - Order Confirmation	

1403

1404

1400

FIG. 14B



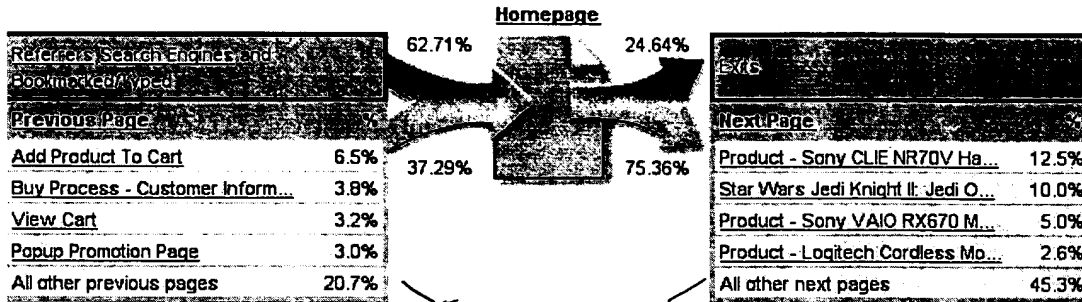
## Page Summary Report

Reporting Date: May 2003

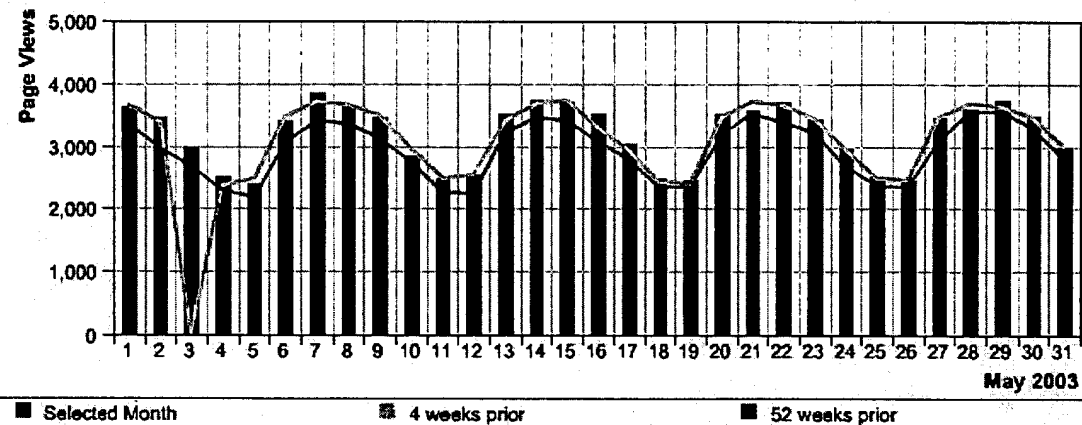
Selected Page: Homepage



### Navigation



### Graph



Graph Generated by SiteCatalyst at 12:05 AM WEDT, 4 Jun 2003

### Page Metrics

1. Total Page Views during this reporting period	99,138 Page Views
2. Percentage of all page views	27.9%
3. Visits where this was an Entry Page	57,784 Visits
4. Visits where this was an Exit Page	22,706 Visits

Handwritten annotation: 1504 (bracketed on the right side of the metrics table).

7  
 1500

FIG. 15

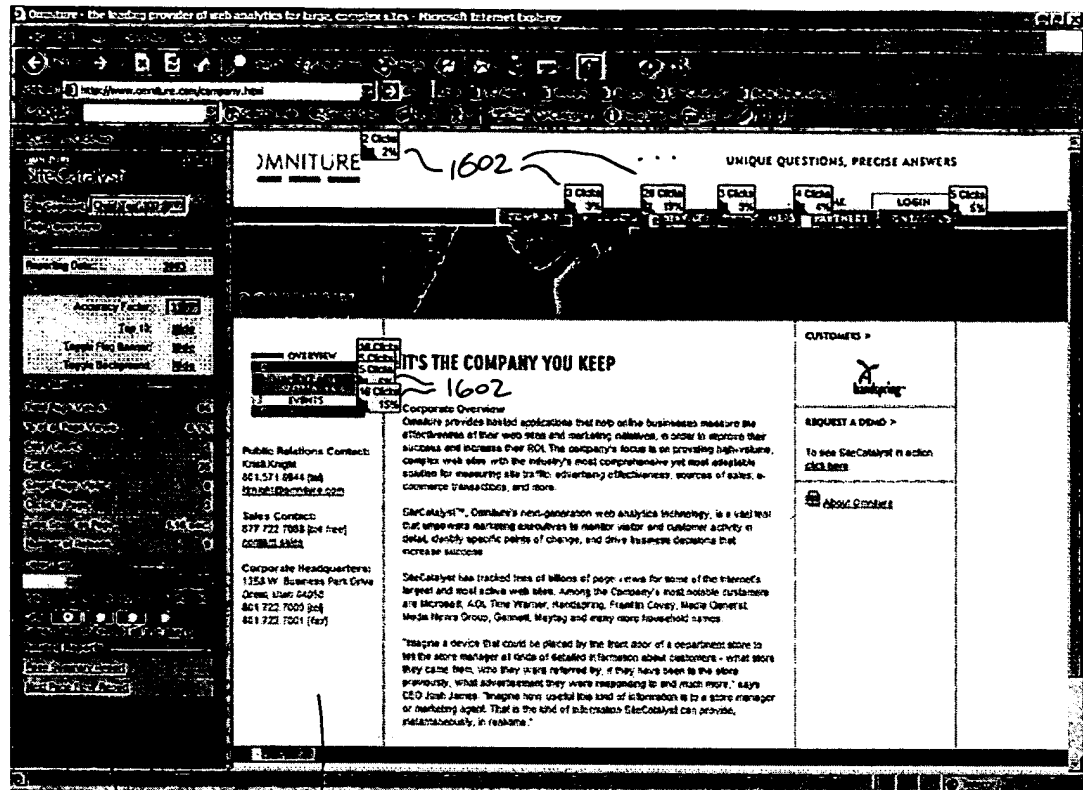


FIG. 16